WHAT IS CLAIMED IS:

1. A method of delivering Web content comprising:

receiving a hierarchical data set of user-identified interests;

parsing the hierarchical data set;

extracting one or more keyword attribute values from the hierarchical data set in response to the parsing of the data set and a pre-selected granularity value;

applying extracted keyword values to filter content for delivery to a requesting Web client.

2. The method of claim 1 wherein the hierarchical data set comprises an XML document.

3. The method of claim 1 further comprising:

pre-populating a Web content search form page using extracted keyword values; and

returning the Web content search form page to the requesting Web client.

4. The method of claim 3 further comprising receiving the Web content search form from the Web client, wherein the received search form includes one or more pre-populated data, zero or more additional user-supplied search terms and at lease one Boolean search indicator for determining the combination of search terms for performing a search.

5. The method of claim 1 further comprising:

storing the hierarchical data set of user-identified interests in a database entry associated with the user; and

personalizing the Web content delivered using the stored hierarchical data set.

6. The method of claim 1 wherein, if no keyword attribute is associated with an interest, using a value attribute of the interest as a default keyword.

7. The method of claim 1 wherein the pre-selected granularity value corresponds to a root-to-leaf level in the hierarchical data set of user-identified interests.

8. A computer program product embodied in a machine-readable medium for delivering Web content comprising programming instructions for:

receiving a hierarchical data set of user-identified interests;

parsing the hierarchical data set;

extracting one or more keyword attribute values from the hierarchical data set in response to the parsing of the data set and a pre-selected granularity value;

applying extracted keyword values to filter content for delivery to a requesting Web client.

9. The computer program product of claim 8 wherein the hierarchical data set comprises an XML document.

10. The computer program product of claim 8 further comprising programming instructions for:

pre-populating a Web content search form page using extracted keyword values; and

returning the Web content search form page to the requesting Web client.

11. The computer program product of claim 10 further comprising programming instructions for receiving the Web content search form from the Web client, wherein the received search form includes one or more pre-populated data, zero or more additional user-supplied search terms and at least one Boolean search indicator for determining the combination of search terms for performing a search.

12. The computer program product of claim 8 further comprising programming instructions for:

storing the hierarchical data set of user-identified interests in a database entry associated with the user; and

personalizing the Web content delivered using the stored hierarchical data set.

13. The computer program product of claim 8 wherein, if no keyword attribute is associated with an interest, using a value attribute of the interest as a default keyword.

14. The computer program product of claim 8 wherein the granularity value corresponds to a root-to-leaf level in the hierarchical data set of user-identified interests.

15. A data processing system for delivering Web content comprising:

circuitry operable for receiving a hierarchical data set of user-identified interests;

circuitry operable for parsing the hierarchical data set;

circuitry operable for extracting one or more keyword attribute values from the hierarchical data set in response to the parsing of the data set and a pre-selected granularity value;

circuitry operable for applying extracted keyword values to filter content for delivery to a requesting Web client.

16. The data processing system of claim 15 wherein the hierarchical data set comprises an XML document.

17. The data processing system of claim 15 further comprising:

circuitry operable for pre-populating a Web content search form page using extracted keyword values; and

circuitry operable for returning the Web content search form page to the requesting Web client.

18. The data processing system of claim 18 further comprising circuitry operable for receiving the Web content search form from the Web client, wherein the received search form includes one or more pre-populated data, zero or more additional user-supplied search terms and at least one Boolean search indicator for determining the combination of search terms for performing a search.

19. The data processing system of claim 15 further comprising:

circuitry operable for storing the hierarchical data set of user-identified interests in a database entry associated with the user; and

circuitry operable for personalizing the Web content delivered using the stored hierarchical data set.

20. The data processing system of claim 15 wherein, if no keyword attribute is associated with an interest, using a value attribute of the interest as a default keyword.